

## Cheltenham Borough Council

### Social & Community Overview & Scrutiny Committee - 19th February 2007

#### Tackling Health Inequalities & Youth Sports Development Report of the Healthy Communities Partnership Manager

#### 1. Executive Summary and recommendation

##### 1.1 The issue

- 1.1.1 In October 2005, members of the Committee considered an overview of young peoples current levels of sport and physical activity within the Borough, following a survey carried out in local secondary schools. Following consideration, Committee resolved that future Sports Development work should focus upon the broader aim of contributing to a reduction in the levels of childhood obesity.

The aim of this report is to provide an update to members of the progress made over the past 12 months, and to highlight a number of significant developments over the coming year.

##### 1.2 I therefore recommend that:

- 1.2.1 Committee notes the progress made in delivering Sports Development initiatives focused on young people which make a positive contribution towards a reduction in levels of childhood obesity.
- 1.2.2 Committee endorses the creation of a Community Sport & Physical Activity Network.

##### 1.3 Summary of implications

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|-----------------------|--|
| 1.3.1 Financial       | As set out within Section 4.1  |
| 1.3.2 Legal           | None   |
| 1.3.3 Human Resources | Permanent appointment of the Youth Sports Development Officer – subject to funding |

##### 1.4 Implications on corporate and community plan priorities

- 1.4.1 The contribution that each of the stated priorities makes, either directly or indirectly, to the wider determinants of health, are namely;

- Increasing the provision of affordable housing, particularly in the social rented sector
- Reducing crime and disorder, and the fear of crime in our communities
- Protecting and improving the environment of Cheltenham
- Reducing reliance on the private car and increasingly the proportion of trips made by public transport, cycling and walking

- Redressing the imbalance in our communities and building strong healthy geographical communities and communities of interest
- Enhancing the town's reputation as a national and international cultural centre, promoting a healthy and sustainable economy and providing opportunities to broaden and enrich sport, play and cultural experiences

## 1.5 Statement on Risk

- 1.5.1 Tackling health inequalities is not identified within the corporate risk register.
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## 2. Introduction

2.1 The Youth Sport Development Officer Post was initially established in January 2002 to develop and deliver a 5 year Sports Development project. Following the departure of the original postholder in November 2003 and a subsequent two year period during which time the post remained vacant, the Sports Development Team experienced significant changes as a result of budgetary restrictions.

2.2 In November 2005 negotiations commenced with Sport England, which enabled Cheltenham Borough Council to re-establish the post for the remaining two years of the initial project. The post was subsequently filled in May 2006, since when significant progress has been made to re-establish a sports development programme across the Borough. Most notably, during this period we have;

- Co-ordinated the participation of 100 young people in the Gloucestershire Youth Games 2006, which have subsequently been terminated and are to be replaced by more locally organised festival events
- Supported a range of agencies including Youth Service, Neighbourhood Projects, Voluntary Community Groups and the Council's own Play Ranger service to deliver sporting activities during the summer holidays
- Developed closer links with the Cheltenham School Sport Partnership to develop projects which increase participation in sport and promote school club links
- Established an after school project at Leisure@Cheltenham with plans to roll out further projects targeting young people within priority areas as part of the Extended Schools programme
- Produced a swimming development plan in conjunction with Cheltenham Swimming & Water Polo Club, Leisure@Cheltenham and the Amateur Swimming Association to improve swimming provision across the Borough
- Developed a disability football programme in conjunction with Gloucestershire FA and Cheltenham Town FC
- Submitted external funding bids to LTA (City Tennis Initiative) and Football Foundation (Onside) to establish community based sports initiatives across the Borough which will lead to an increase in participation by young people
- Developed and submitted a consortium bid to establish Cheltenham and Gloucester as an Olympic Training base for overseas teams, thereby raising the profile of the Olympics locally and helping to inspire future generations of young people

### **3. Background - Active People Survey**

- 3.1** In December 2006 the results of a large scale national survey were released showing that only 21% of the national adult population were meeting the recommended 3 x 30 minutes of sport and physical activity per week. This is the first time such a large scale survey has been conducted and provides a clear picture as to current variations in levels of participation across the country, and an indication of the challenges that lie ahead in meeting the Government target of 50% of the population being physically active by 2020.
- 3.2** Within Cheltenham the survey revealed that 22.5% of the local adult population are currently meeting this target, which is slightly higher than both the national average, and the South West regional average of 21.9%. Within this figure, however, there are vast variations between gender groups, age groups and socio economic groups.
- 3.3** Most worryingly is the fact that 42% of the local adult population, do not participate in any form of sport or physical activity, although this figure is lower for Cheltenham than elsewhere in the county where significantly higher levels of inactivity were revealed.
- 3.4** The challenge now is to explore how Local Authorities, County Sports Partnerships, School Sport Partnerships, governing bodies of sport, Primary Care Trusts and other agencies can work together to develop targeted interventions which lead towards increased levels of participation in sport and physical activity.
- 3.5** Whilst the Active People survey relates only to adults over the age of 16, it demonstrates clearly the decline in participation throughout an individual's life cycle. In doing so, it again reinforces the need to ensure that all young people are provided with a broad range of attractive opportunities at a young age in order to establish positive attitudes towards sport and physical activity during their formative years.

### **4. Tackling Health Inequalities, Sports Development & London 2012 Olympics – Plans For 2007/08**

- 4.1** In December 2006, a report was presented to Cabinet seeking support for the development of a number of initiatives linked to the 2012 Olympics in London, and the exciting opportunities the event presents for local authorities and their partners to increase levels of physical activity. This included the development of an annual Summer of Sport festival across the Borough, which would need to be supported by the mainstreaming of the Youth Sport Development Office post beyond June 2008, when Sport England matchfunding ends. The proposals were welcomed in principle, subject to the identification of appropriate funding to support the developments. A funding bid was submitted as part of the 2007/8 budget process, however this was not supported by the cabinet.
- 4.2** In developing the work of the service over the coming year, we are seeking to build upon the successful Sports Development work of the past year, whilst also developing a broader Healthy Lifestyles Project in partnership with the newly formed Gloucestershire PCT, which will seek to tackle the health inequalities that exist within our communities.
- 4.3** The Youth Sport Development Officer post is currently joint funded by Sport England, whose matchfunding ends in June 2008. Over the coming year we are therefore seeking to work with partners to increase the number of after school and community based projects that engage children and young people in sport and physical activity, so as to provide the justification to continue/mainstream the post beyond June 2008.

- 4.4** A key component of this work is a Summer of Sport Festival which is currently being planned. The festival will consist of a wide ranging programme of sports activities across the Borough, based around three key elements;
- SportsZone Roadshow – multisport coaching sessions to be delivered at venues across the Borough, targeting children aged 8 – 13
  - Sports Specific Coaching Camps – to be delivered in a range of sports in partnership with local clubs and governing body officers
  - Youth Engagement sessions – to be delivered during afternoons and evenings in partnership with the Youth Service, Crime & Disorder Partnership and Neighbourhood Projects, targeting teenagers in parks within local priority areas
- 4.5** In addition to the above, work is also underway to stage an Alternative Sports Festival Event in Pittville Park for local secondary schools, which will effectively replace the Gloucestershire Youth Games that has taken place in previous years.
- 4.6** In accordance with the emerging Single System For Sport, initial work will also take place to establish a Community Sport & Physical Activity Network. This CSPAN will provide strategic co-ordination of sports development activities across the Borough, and will assist in maximising external funding opportunities. It is also envisaged that this CSPAN will provide an important link for community sport into the proposed Health & Wellbeing thematic partnership of the Cheltenham Strategic Partnership.
- 4.7** In recognition that the majority of the work to date has focused upon young people, work is also underway with Gloucestershire PCT and Active Gloucestershire County Sports Partnership to create a joint funded Healthy Lifestyles Officer post. This post will lead the development and delivery of a Healthy Active Lifestyle community outreach project linked to Neighbourhood Projects, Community Resource Centres, local community groups and Leisure@Cheltenham.

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<b>Background Papers</b>	O&S report October 2005  Cabinet report December 2006
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<b>Accountability</b>	Cabinet member Safer, Stronger Communities  Quality of Life
<b>Scrutiny Function</b>	Social Community